DISTRICT PERSONALITY
(Cont from page 1, Col. 6)

Crossing the border they had a very narrow escape. They were captured by the Russians just two miles from the line and were very near ly sent back to whatever fate might have awaited them back in Red dominated Hungary. However, Providence was with them and since they were with another man, a relative of Judith's who lived right on the border they finally convinced the Red soldiers that they were merely going to stay with her relative, since Budapest had been badly bombed and many homes and apartment houses had been destroyed. Two other factors worked in their favor also. First Stephen could speak Russian and so could converse with hem, and he told them about his service with the Red Army etc, and since they had no belongings with them except what they were wearing he convinced them that they were not trying to escape, but merely to find shelter. At the same time they were apprehended near the border the Russian soldiers also stopped some others who were loaded down with suitcases and were obviously trying to get out of the country. Another factor in their favor was that the Russian soldiers called up for a truck to take them back, but all they could round up were two motorcycles with sidecars. Since there was room only for other would- be escap-- in the sidecars the soldiers told Stephen and his party to go on. They did go on right across the border into Austria.

Arriving in Austria Stephen and Judith were married and Stephen went to work for the Austrian government as a translator, speaking Yugo-Slavia, Russian, German, Hungarian and Austrian. In August of 1957 they came to Canada, coming directly to Drayton Valley where a relative of Judiths', Mr. John Ni-gl was already located. Arriving here both Mr. and Mrs. Kupferschmidt went to work immediately. Stephen for Flint Rig and Judith for Dales' Shopping Centre, where she worked for five years, working for Mr. Conger after he bought it from Mike Dale and the large shopping centre became known as Congers' Red and White Store.

Stephen worked for Flint Rig as a laborer till late that fall when their work ran out and then he went to work for MacCalder Construction who were doing a lot of building in Drayton Valley. Stephen says he worked on many places that are now well-known in Drayton Valley... The Hospital, the Nurses' residence , the Lutheran Church, the curling rink, the Mobil Trailer Court, to name but a few. He remained with MacCalder until the Bay got ready to open their fine new store in Drayton Valley in 1959, and then, responding to an advertisement the company had for a mens wear clerk, he went to work in the mens wear department for the Bay. A couple of months later he was put in charge of the department, a position he has held ever since. Stephen will be in the local store only a short while longer however, for the company is transferring him to their Edmonton retail store in the Mens Wear Department. So the Kupferschmidts will be leaving Drayton Valley shortly. A couple of months ago both proudly became Canadian citizens, receiving their naturalization papers in an appropriate ceremony in Edmonton.

Asked what he felt was the most unforgettable experience of the hell they and millions of others went though during the brutal Red crushing of the Hungarian revolution, Mr. Kupferschmidt said that several instances stood out in his mind indelibly, one was when the Hungarian revolutionists toppled the huge statue of Stalin in the Square. They attached cables around the former Red dictators neck and at first the people tried to pull it over by sheer manpower, made doubly strong by the strength of their hatred, but the statue had been made on a steel foundation and so finally they had to get getting torches and cut it off at the base, and then they hooked a truck to the cables and pulled the statue over and then dragged it around the city. Another unforgettable sight, said Stephen, was the sight of 12 and 14 year old schoolboys attacking steel Russian tanks, practically with bare hands, they would attack these steel plated monsters, with nothing but "Molotov cocktails' (gasoline filled cans) which were thrown at the tanks. Of course these daring youths died by the multiplied hudreds; more martyrs to the cause of Freedom, the Light of Freedom might never be extinguished from this earth. They did not die in vain.

For although the revolution was crushed, and the iron clamp of military dictatorship descended once again over the stricken city and country, that same unquenchable spirit still lives, and doubtless will rise again, to find a happier conclusion.

HOWSE PASS DELEGATION WELL RECEIVED
(Cont from page 3, Col. 5)

ist potential of at least a million people, which is the largest increase possible for our tourist trade and whereas only 52 miles of Howse Pass Highway at the extremely low cost of from five to six million dollars separate us from this lucrative market, and whereas these 52 miles can be constructed and completed by or before 1966, much sooner than any other highway route, thus enabling us to take fullest advantage of this tremendous potential.

Be it therefore resolved: That this convention urge, our provincial Government to undertake the construction of the Howse Pass Highway in the immediate future'

(Resolutions Commitree)
B.C. Tourist Association.

The following day the Alberta group met with the Greater Vancouver Board of Trade at a noon luncheon. Several members of the G.V.B. of T. who were present were in the transportation business, so were very interested in what the group had to bring forward in the way of new highway proposals. Mr. Fritze as President of the Central Alberta Chamber s of Commerce was guest of honor at this meeting, which had been arranged several weeks previously and spoke following the luncheon; he presented a very impressive and logical argument from an economic standpoint. Mr. Fritze was followed by Mr. Bob Morrison, who has many, many facts and figure at his tongues' tip regarding the new cut proposed cut-off route. Mr. Morrison showed his map which had been prepared and hung in the room previously. Mr. Morrison had done an excellent job in preparing the map, and he also did an excellent job in presenting the case for the building of the highway. The Deputy minister of Highways, Mr. Tom Miard then was called upon to say a few words, Mr. Maird carefully skirted all issues that might tend to be different than those presented by his headmar Minister of Highways the Hon. Phil. Gaglardis, but apparently he was not antagonistic to the proposed new route. The head table was composed of men who were interested in highways and transportation. The chairman of the meeting Mr. Neil Mc - Kechnie was chairman of the Transportation and Customs Bureau for the Greater Vancouver Board of Trade, Mr. Miard and Mr. Fritze were also at the head table. Another man was Mr. Telmer, secretary of the Transportation and Customs Bureau, G.V.B. of T, and Mr. Walter Blake, manager of the B.C. Automobile Association.

During the afternoon the group had an opportunity to meet with His Worship , the Mayor of Vancouver Mayor Rathie and several of the City Aldermen, City engineers and Traffic Engineers. Then the case was again presented to men who were certainly not antagonistic to the idea as presented, even though they could give no formal decision without defe deliber ation by all the council members.

In the late afternoon the Alberta group were presented as invited guests at a reception held by the B.C. Tourist Association. Here they had opportunity to present the case to individuals in the Tourist Association group and they all found that their reception was very good, as almost all of B.C. had noticed a rise in the number of Alberta cars visiting in B.C. since the opening of the Rogers Pass.

The following day Mr. Fritze and Mr. Morrison were invited guests at the B.C. Tourist Association luncheon meeting, and were asked to present their case for the Benefit of all the member present. This they did most ably, Mr. Morrison with the aid of his large map.

Consensus of opinion among all the various groups that the delegation contacted was that the proposed new highway link was very advantageous to Vancouver and to British Columbia as a whole. Almost certainly each of the groups contacted were convinced by the Alberta delegation, and they will go back to their respective groups, asking that an early start be made on the Howse Pass. The group from Alberta felt they could go home well satisfied that in military parlance they could say "Mission accomplished successfully."

Above is a writeup from the Vancouver Province, the big city daily, along with a map of the propoced route.

Bid Made For Howse Pass Toll Road

TAKEN FROM THE PROVINCE, Vancouver, Friday, April 26th Issue.

Cutoff road pushed

Albertans want new B.C. link

A new shortcut highway linking the centre of Alberta with B.C., which requires only 77 miles of construction to complete, is being urged here by a 10-man Alberta delegation.

The road, to be called the David Thompson-Howse Pass Highway, would cross the Rockies halfway between the present Trans-Canada Highway and Yellowhead Pass. It would link an existing highway west from Red Deer and Nordegg, Alta., with the Trans-Canada road at Donald, B.C.

McNamara Construction of Edmonton has volunteered to construct the 52 miles in B.C. as a toll road, without cost to he government, the Albertans said.

EXPLAINED HERE

The Alberta delegatis, representing communities and chambers of commerce, explained the proposal to Vancouver Board of Trade and city council.

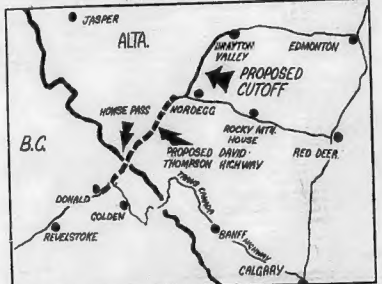
Thursday Robert B. Morrison, vice-chairman of Edmonton's tourist committee, and Richard C. Fritze of Caster, president of the Central Alberta Chambers of Commerce, spoke to the B.C. Tourist Association convention.

The David Thompson highway has been hard-topped from Red Deer to Nordegg, said Morrison, and another 25 miles of gravelled highway is completed. Only a 25-mile link remains to connect with the Banff-Jasper Highway at Saskatchewan Crossing, and the Alberta government plans to build that next year.

CONNECTS TO PASS

From Saskatchewan Crossing the B.C. portion would go west over Howse Pass and down the Blueberry River to Donald, just east of Rogers Pass. Traffic would then reach the Coast by way of Rogers Pass.

The Alberta government plans another cutoff highway from Nordegg to Drayton Valley (see map) which will still further reduce the traveling distance to Edmonton, he said.



Dotted line indicates the proposed new link between B.C. and Alta.

D.V. POLICE REPORT
(Cont. from page 1, Col. 5)

Beating a Board Bill cost one man the price of his board bill, several days lost from work, and a $20 fine. Assault causing Bodily Harm drew a 30 day sentence in Fort Saskatchewan prison.

A case of incest brought one young man a very severe sentence of three years in Prince Albert Penitentiary and the girl involved in the case was made a ward of the Welfare Department.

For causing a disturbance two received fines of $25, each. Three charges of uttering a bo brough a three year sentence in Prince Albert. A case of assault in which a man was charged with beating his wife, drew a six month suspended sentence. And then the six young men, mentioned earlier, who were charged with a total count of fourteen thefts of Gasoline and car parts drew the year sentence. The men were sent to Fort Saskatchewan for the time being, but in all six cases the magistrate made the recommendation that they be sent to Bowden, at a later date.

Under the Traffic Act having no license plates cost two drivers $5, and $10, respectively. Four cases of Careless Driving won the drivers the following sentences $10, $25, and two fines of $50. The two fifty dollar fines were also accompanied by a suspension of Driving privileges for the next six months.

Speeding within the limits of the Town brought fines of Ten dollars to one and $20 to two others. One of the ten dollar fines handed out by the magistrate also was given to one of the young men who had just received a $50 fine and a six month suspension.

In connection with some of these cases Chief Constable Miles issued a warning regarding speeding and hooting around with a motor vehicle inside the Town limits. He said his department would not tolerate this kind of irresponsible action, endangering the lives of children. He asked that persons noticing this type of shenanagins in town immediately phone the Drayton Valley police. He did stress, however, that in most instances it was young drivers coming into town from outside the town.

Nine House Trailers with no license plates were noted and the owners received a minimum fine and had to purchase licenses for their mobile homes.

Under the Liquor Act the local police department said that since the first of the year things in that

(Cont. on page 11, Col. 8)

Alberta Leaders Support 'Buy Alberta' Campaign

Dynamic Alberta Shows New Gains

By A. R. Patrick
Minister of Industry and Development

The upward trends which have characterized the vigorous Alberta economy during the past 16 years are again evident this year. Indications are that Alberta is headed for another record year with significant gains in the agricultural, mining, construction and manufacturing mainstays of the economy.

A highlight of 1962 has been the brisk expansion of the mining industry, expected to top the $900,000,000 mark in value of sales this year. Comparatively, the 1961 record of $464,000,000 was $50,000,000 higher than the previous record year of 1957.

Value of crude oil sales to the end of August was $276,000,000, up by 16 percent over the same period last year. Stimulated by exports to the United Sates, natural gas sales have shown an even more active increase, up by 71 percent over last year. Natural gas sales of $45,000,000 are expected to increase at a greater rate with the coming of winter.

Sulphur production has also contributed significantly to the encouraging Alberta mining picture for 1962. During the first eight months of the year, long ton production has more than doubled

A. R. Patrick

with 585,322 long tons being produced. The $3,340,000 value of produced sulphur for the period January to August is 347 percent higher than last year.

Basking in similar growth, coal, salt, lime and cement production all show gains for 1962.

With good September weather allowing the completion of harvesting operations, Alberta's 1962 bumper harvest is evident in the agricultural statistics. Livestock prices for beef cattle and lambs have increased while hog prices remain steady. Cash returns to farmers from livestock, grain, dairy products and poultry are up by $25,600,000 for the first eight months of the year.

Stimulation of retail trades has been noted as the result of increased farm income and a fast growing population. With a population at the end of June of 1,370,000 and average weekly salaries up from $77.42 to $82.03 this year, retail sales have increased accordingly from $770,000,000 in the January to August period last year to $804,000,000 in 1962.

Most affected by the increase in spendable income have been automobile dealers whose sales have risen 13 percent during the year. Lumber and building material sales have also shown an increase of 11 percent.

Taking advantage of the healthy business climate in Alberta, industrial organizations are steadily increasing their capital investment. Industrial construction for the first eight months of the year has shown a vigorous 43 per cent increase over the corresponding period in 1961 with contracts awarded totalling $47,000,000. This compares to contract awards of $33,000,000 for the period January to August last year.

Affecting the briskly active construction industry for the year has been the demand for new homes by Albertans. Housing starts for the period January to August have risen from 4,346 last year to 7,434 for 1962. New home demand is further evidenced by 1962 totals for the same period when 3,600 new house starts were recorded.

Construction development is not

(Continued on Page 3)

The Premier

Alberta is fast becoming a highly industrial province, with its economic well being depending to increasing extent on the health and vigor of its manufacturing and service industries.

The encouragement of existing businesses and the inception of new firms to the billion dollar commercial complex of this province can be assisted through the distribution of information about the province's commercial resources within and without Alberta.

Alberta's businesses have shown they are competitive, in quality, price and service. Encouragement of Albertans to patronize their home industries is a reasonable and worthwhile undertaking. The benefits are reciprocal, and to everyone's advantage.

I commend and endorse the Buy Alberta Made program to the citizens of Alberta.

E. C. Manning
Premier.

E. C. Manning

Now Province-Wide...

ALBERTA JUNIOR CITIZEN AWARDS

Sponsored by Alberta's Investor-Owned Electric Utilities and with the active participation of your weekly newspaper

NOMINATE A JUNIOR CITIZEN

Once again this year, exceptional young citizens will be selected for the JUNIOR CITIZEN AWARD — now on a province-wide basis. The number of entries received last year underlined our belief that Alberta has many young citizens deserving of special recognition. Winners selected by a panel of weekly newspaper editors, on behalf of your independent power companies, will receive Canada Savings Bonds and framed certificates. Their achievements will receive the recognition they deserve in the press. We are sure that you must know of a boy or girl who is deserving of this special award.

WHO QUALIFIES?

Any boy or girl in Alberta, 6 to 16 years of age, whom you deem worthy of special recognition, for any outstanding achievement bewteen October 1st, 1962 and July 1st, 1963. Possibly your nominee has performed an act of physical heroism — done outstanding work with a church, school, social or other organization — organized a worthwhile project — achieved scholastic success under adverse circumstances — shown great courage in illness. His or her achievement may be in connection with family, school or community. Therefore, the area of qualification is virtually unlimited. Young people deserving of special recognition in any sphere may be nominated for a JUNIOR CITIZEN OF THE YEAR.

HOW TO NOMINATE

Send details to the editor of your weekly newspaper. Please include the name, address and age of the young person you nominate and the name of the power company serving your nominee's area. Be sure to include your name and address. Six JUNIOR CITIZENS OF THE YEAR will be selected by the executive of the Alberta Weekly Newspapers Association, from the area served by Calgary Power Ltd., two from the area served by Canadian Utilities Limited, and one from Northland Utilities service area.

CALGARY POWER LTD.
An Investor-Owned Tax-Paying Utility Serving Alberta.

. . . from electric batteries

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Industrial Giant

Dynamic Alberta is flexing its industrial muscles, bidding for a place as one of the nation's major manufacturing areas.

In an amazing burst of industrial activity over the last decade, the province has sprouted factory smokestacks to produce another badge of economic growth alongside the drilling rigs and fields of golden grain.

The skills of Albertans are turning out an astonishing array of manufactured goods - from tires to chinaware.

And yet the surface has been barely scratched. Alberta's rich natural resources are still being developed, creating fresh opportunities in the years ahead for a new surge of industrialization.

Dynamic Alberta . . .

(Continued from Page 2)

confined to urban areas but extends to all parts of the province where services are being increased to meet a ready market.

Generated electricity has increased during the first eight months of the year from 2.4 billion KWH to 2.7 billion K.W.H., a rise of 13 per cent over the same period last year

Reflecting the encouraging economic picture in Alberta bank debits have increased by 14 per cent over first half totals for last year from $8.3 billon to $9.5 billion.

Enjoying the prosperity have been motel and restaurant operators and others catering to the tourist trade which stands at an all time high. Stimulated by the completion of the Roger's Pass segment of the Trans Canada highway and the Seattle World's Fair, Alberta's tourist industry will account for an estimated $90,000,000 in expenditures during 1962.

Visitor registrations at Alberta's four national parks increased an average 11 per cent during the first nine months and 42 per cent for the month of September after the completion of the Trans-Canada highway. Banff recorded 1,102,862 registered visitors from January to September, as compared with 943,074 for the 1961 corresponding months.

Jasper registrations were also up 10.2 per cent from 339,712 to 374,306 compared to last year. Waterton Lakes National Park registrations increased from 407,885 to 435,554 over last year.

Forecasters by tourism officials indicate the completion of the Trans-Canada Highway will result in an ever growing tourist industry throughout the province.

Also expected to affect Alberta's future are developments presently underway in the northern areas. Construction has commenced on the $85,000,000 Pine Point Railway which will link Grimshaw and Peace River to the south shore of Great Slave Lake in the oil and ore rich Northwest Territories.

More recently a permit for the development of the Athabasca oil sands has been issued by the provincial government.

Present plans call for a $134,000,000 commercial plant to be established 32 miles north of McMurray capable of producing 21,500 barrels of crude daily. The company has also proposed the construction of a pipeline from the commercial plant to Edmonton, at an estimated cost of $20,000,000.

NORTH WEST TRUST PAYS

6%

ON TERM DEPOSITS

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BARBER-ELLIS supplies millions of Envelopes a day to keep the nation's business on the move...

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Hundreds of home owners buy from Kirk's every year. Last year the demand increased by another 60%.

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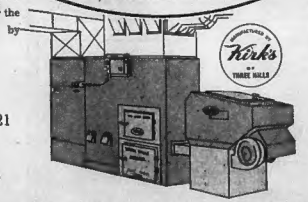

THE SAVING IS AMAZING! With the new Kirk's Furnaces you can save up to $170 a year and more on fuel costs depending on location and type of fuel used. Do as many others have done. Trade in your present oil, propane, coal or natural gas furnace for a new 1963 KIRK'S.

For information and prices, clip this ad and mail it to Kirk's Heating Limited, at Three Hills, Alberta. There's no obligation. Be sure to fill in your name and address. Or better still Phone Kirk's at Three Hills, No. 443-5521.

NAME _____ ADDRESS _____

DIRECTIONS FROM TOWN _____

Calgary Power Expands To Meet Growth

Calgary Power Ltd., serving the Province of Alberta for 32 years, is a Canadian, investor-owned utility; it is a subsidiary of no other company. Of the 16,000 shareholders, 93 per cent are in Canada — 41 per cent in Alberta. By the end of 1962 the Company had invested a total of $187 million in utility plant.

This valuation of the Company's physical property includes eleven hydro plants along the Bow River and its tributaries, a thermal plant near Edmonton and more than 12,000 miles of main transmission and distribution lines. The Company's power generating stations reached a total capacity of 787,450 horsepower at the end of 1962.

During that year the annual load on the Calgary Power system grew to 2,651,000,000 kilowatt hours, an increase of 9.2 percent as compared to an annual rate of growth of 10.3 percent the previous year. The number of customers increased from 118,000 in 1951 to 220,750 served at the present time.

Expenditure on new construction last year totalled more than $22 million. About half of this amount was applied to the extension and new construction of utility plant; the balance was used in the improvement of transmission, distribution and other facilities.

At the Wabamun Thermal Plant, west of Edmonton, a 200,000 horsepower unit was completed and commissioned. Base load capacity, which is mostly supplied from this station, was thus increased to 374,000 horsepower. The new unit uses coal as fuel at an initial rate of about 750,000 tons per year. The relatively low-cost fuel is supplied from the large strip mine near which the plant is located - a mine having proven reserves calculated to last the lifetime of a four-unit 800,000 horsepower steam plant.

In conjunction with the extension of the Wabamun Plant, the Company, in 1962, built its first 240,000 volt transmission lines. These steel tower lines were constructed from Wabamun to Edmonton and Wabamun to Calgary. The first stage in the development of a high voltage system, the $8 and one half million project strengthens service in the Edmonton area, the Calgary area and in central and southern Alberta.

During 1963, one of the two gas-fired steam generators at Wabamun will be converted to burn coal. The over-burden-stripping dragline, electric coal shovels, coal haulers and automated coal handling system which combine to feed the number three unit, are geared to supply up to 2,500,000 tons of coal annually.

The mining operation will adapt easily to the increased coal requirements of the converted second unit. Addition of a fourth turbo generator to the Wabamun plant is scheduled for completion in the fall of 1967.

Work on the Big Bend Storage and Power Development on the Brazeau River continued through 1962. The construction of an initial 200,000 horsepower hydro plant, located 12 miles downstream from the main earthfill dam, began last year and will be carried forward in 1963. It is expected that the canal linking the storage reservoir to the new power plant will be completed by the end of this year.

The generating station is scheduled to be commissioned in the fall of 1964.

When complete, the Big Bend hydro plant will increase the system peaking capacity which is currently supplied by the Bow River hydro plants. As load on the system increases, additional units will be added at Brazeau as required.

Since 1961 water stored in the 12 square mile storage reservoir has been released during winter low flow periods. This increases the flow of the North Saskatchewan River, a tributary of the Brazeau, thus alleviating water pollution in the Edmonton area and downstream.

The Calgary Power Ltd., load has tripled over the past ten years, as has the investment in the plant and distribution facilities required to meet this load. In order to supply the requirements for electic power in future years, continuous investigation and study of alternative energy sources must be made.

One such area of future development is on the Athabasca River where a potential of 2,000,000 horsepower in hydro capacity exists between the towns of Athabasca and Fort McMurray. Last year exploratory drilling at several storage dam sites established the feasibility of locating a series of five power plants along the Athabasca River.

THE STORAGE RESERVOIR behind the Big Bend Storage Dam across the Brazeau River covers some 12 square miles — increases river flow at Edmonton and downstream during low flow periods. The Big Bend Hydro Plant located 12 miles downstream from the main dam is currently under constructiona nd is scheduled for completion in 1964.

In 1961, six new hotels valued at four million dollars were completed in Alberta. Five others were started during the year.

Residential construction in Alberta in 1961 almost doubled the 1960 figures.

Why It's Good Business To Buy Alberta Goods

Canada spends approximately $5 billion annually on imports. This sum supports 675,000 full-time foreign workers. This money would virtually eliminate unemployment in Canada. However, it is not possible nor practical, to stop all imports.

Monies spent for any purpose should be spent on locally made goods as many times as possible before being "exported." Spent locally it supports local industries and creates jobs.

There are more people employed in Alberta than there were a year ago, but there are more unemployed. The increase in population has caused this imbalance. Agriculture cannot absorb this increase because our agricultural surplus is already too great. The answer is to provide the manufacture of more goods in the province and to have those goods sold locally.

The price tag on an article is not necessarily the true price. The other symbol, indicating local manufacture, can mean a greater saving to you, your family, your neighbours and the country as a whole.

You insure a safe living standard for yourself and your children, a balanced economy for your community and a place of prominence in the society of nations for Canada. Charity begins at home, and so does intelligent buying. Buy Alberta.

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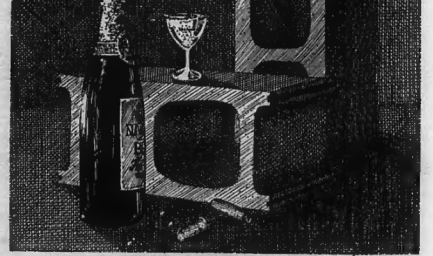

a toast to alberta today

The cutting of the satin ribbon, the dedication speeches, the round of congratulations to the architect, the conducted tour, the sound of awe at man's ingenuity and a vision comes into being. When it's all over — a quiet time for the man of vision to silently toast the builder of dreams — concrete block! Not just any block, but block that is "autoclave-cured" to make dreams last and last — Edcon Concrete Block!

The difference is the "autoclave-curing". Edcon, "autoclave-cured" blocks are high pressure cured to eliminate shrinkage, give higher volume stability and uniform density in only nine hours from time of manufacture. This is much like producing a wine with the vintage flavor of 100-year-old Napoleon Brandy in one day.

Whether your dream takes the form of a beautiful home, a modern warehouse, or a multi-story office building, use versatile Edcon "autoclaved" concrete blocks.

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NORTHWEST CONCRETE
(Grande Prairie) Ltd.
GRANDE PRAIRIE, ALBERTA

Albertans have a wide-spread fame
as enterprising traders,
like "Prairie Chicken Old Man" who
once led a band of raiders.

They crossed the border to the south
intent upon their mission
which legend proved to be the last
horse-stealing expedition.

One thing remained—Albertans trade. (As many people know.) They deal in coal, in glass and steel, and in the things that grow.

In 1889, a party of Blood Indians, led by Prairie Chicken Old Man, rode 400 miles south into Montana. Their foray was a success.

They had helped themselves to 40 horses belonging to a Crow band. However, on the way to Alberta, blizzards and a war party of Gros Ventres decimated the booty, the rest of which was confiscated by the law.

THE ABOVE IS A REPRODUCTION OF ONE OF A SERIES OF DIRECT MAIL PIECES WHICH WILL BE MAILED TO ALBERTA INDUSTRY, AS A REMINDER OF THE ADVANTAGES OF DEALING WITH INDUSTRIES IN ALBERTA.

BUY ALBERTA MADE PRODUCTS

Buying At Home Helps All

The "Buy Alberta" program is now in its fifth year in the province. In June of 1958 a group of responsible citizens met and formed a committee to promote a campaign that would point up the benefits of buying "Made in Alberta" products to "economy-conscious" residents.

Drawn from all walks of life, these astute observers realized the importance, to the stability of local economy, of buying an increasing amount of locally produced goods and services. It was their objective to encourage greater manufacturing in the province and to persuade people to buy these manufactured articles.

Scanning the statistics, the committee members saw that Albertans imported nearly a third of a billion dollars worth of goods grown or manufactured in foreign countries. A vastly greater amount was imported from other Canadian provinces. The total imported and sold through retail outlets was over one and one-third billions of dollars.

Many of the items imported could not be grown, or manufactured on a practical basis, within the Province. On the other hand, a large proportion of this expenditure could have been retained in our locality through the purchase of Alberta made goods. It was found that the richest province in petroleum was, indeed, importing gasoline.

Air conditioning equipment, furnaces, valves, work clothes, asphalt, roofing paper and nails, among scores of other things, were being imported in spite of the fact that Alberta manufacturers of these items were endeavoring to find a market for their products. Thus, millions that could directly benefit Albertans were being sent out of the province.

While it is recognized that some imports are necessary, the more times an Albertan's dollar is spent within Alberta, the more direct and indirect benefit he will derive from it.

Envelopes Now Made Here

Canada's largest envelope manufacturers - Barber-Ellis - are now producing a full range of envelopes for Albertans in their Edmonton plant.

Installed at Edmonton is the most modern envelope machine on the continent. Its capacity is 125,000 envelopes a day.

With manufacturing facilities in the province, Barber-Ellis guarantees fast, uninterrupted service on all envelope orders - printed or plain - to the trade.

The new equipment, the latest available, is engineered for quantity production of precision-made high grade envelopes in all standard sizes.

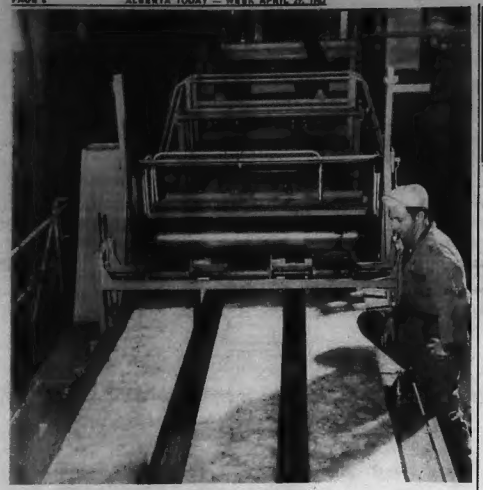
Edmonton Rich Market

About 45 per cent of all Alberta manufacturing is located in the Edmonton area. 46 per cent of Alberta's 1.5 million population lives within 100 miles of the city. Edmonton's trading area covers some 600,000 people and the annual income for Edmonton residents exceeds 370 million dollars. All this points to Edmonton as being the sixth largest Canadian city in the matter of retail sales.

Low Cost Power

The cost of electric power in Alberta should remain relatively stable in the future because thermal plants, burning low-cost fossil fuels will be continuously operated for base loads, and hydro plants will be used to handle peak loads. Industry can expect to receive rates that are relatively firm for a period of many years...a prospect that is unique in North America.

Expansion of existing industry and establishment of new plants in Alberta this year is expected to represent a total investment of $152,000,000.



. . . fibreglass is made in Alberta

"Buying Alberta" Means Dollars Stay at Home

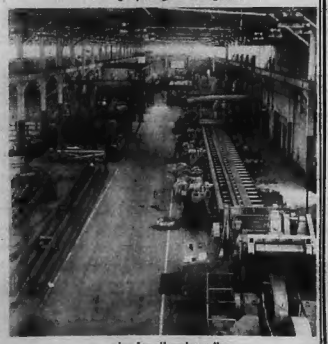
Watch your money GROW with a

MONTHLY SAVINGS PLAN

$14.35	$43.05	$71.75
per month for 60 months gives you	per month for 60 months gives you	per month for 60 months gives you
$1,000.00	$3,000.00	$5,000.00

The Alberta Fidelity Trust Company

. . . high-quality knitted goods



. . . pipe for oil and gas lines

CALGARY

The "Pioneer" keeps on pioneering . . .

We had high hopes and a full measure of courage at the time of our first pioneering . . . that was back in 1892: "Calgary" was one of the country's first industries! But a pioneer never quits pioneering; he's always alert to the new opportunity, always eager to answer the new demand. Our operation today may not be quite as romantic, quite as daring, as it was back in the early days. But — we're glad to say — we're still looking for new ways to serve you better — with products that couple old traditions with the very newest and most modern of manufacturing processes.

VISITING CALGARY? VISIT OUR AQUARIUM

This year the new Calgary Aquarium will receive its one-millionth visitor. Whether or not you are this special honored guest, you - and your family - will thoroughly enjoy a visit to this wonderland of marine life, located on the grounds of the Calgary Brewing & Malting Co. Ltd.

Calgary Brewing & Malting Co. Ltd.

CALGARY "The Leader Since 1892" EDMONTON

Firm Meets Winter Challenge Posed by New Gas Pipeline

Bringing natural gas from the isolated Swan Hills fields in Northern Alberta to the Edmonton market area presented a challenge to men and machinery.

Pipelining crews battled weather and rugged terrain to lay the first 53 miles of the $4,000,000 pipeline during January and February. It was necessary to complete this section of the 116-mile line during mid-winter to allow heavy machinery to traverse the muskeg and swampland through which the northern section of the line passes.

But even in winter, muskeg presents a problem as the spongy humus freezes as hard as concrete. A special cutting tooth, pulled by two heavy tractors, was equipped to break the frozen topsoil before the ditching machines could move in to dig the trench which would bury the 12-inch high pressure gas line under six feet of cover.

A further obstacle on the route of the line was the 300-foot wide Athabasca River. Here a trench was dredged across the river bed and the entire section of pipe to cross the river was welded into a single 800-foot long section which was sprayed with cement, providing the necessary weight for ballast and additional protection for the pipe. With the pipe in place and the river bed backfilled, the pipe is safely bedded well below the river

(Continued on Page 8)

MILEPOSTS ON THE PATHWAY OF PROGRESS

Progress travels on Canadian Utilities power lines to 400 Alberta communities. This progress has meant new developments for these centres . . . new industries and more employment for towns . . . and greater convenience for home-owners. Alberta is growing rapidly and to facilitate this expansion, Canadian Utilities are already planning extensions of their power plants and power lines to meet future needs for low-cost electricity.

Canadian Utilities are preparing pathways for Alberta's progress.

Canadian Utilities. LIMITED

An Investor-Owned Tax-Paying Utility Serving Alberta

Two Alberta Utility Firms Serve Wide Alberta Area

. . . big generator at Canadian Utilities' Sturgeon Lake plant

Canadian Utilities Limited serves 56,000 customers with annual energy sales approaching 300 million kilowatt hours. Customers in 1962 showed a four per cent increase over 1961 while kilowatt hour sales rose 12 percent.

With the increasing development of the oil industry in the province the company added 175 oil customers during the year, bringing the total number of oil customers to 940.

Generating capacity increased by about 30 percent in the 12 months to total 115,000 kilowatts at year end. This capacity includes 12 strategically located plants including hydro, gas turbine, coal and gas fired steam plants and internal combustion engines. Through extensive research the company has prided itself in selecting sites with the lowest possible capital and operating costs.

The installation of a 30,000 kilowatt gas turbine generator at Vermilion was completed in January. The basic advantages of this unit include low-cost installation for peaking as well as remote control operation from the Battle River plant 73 miles away.

The new turbine, featuring some of the latest advances in design, is capable of burning oil or gas either separately or simultaneously in different proportions by simple push-button control. A 350,000 gallon oil storage tank was installed near the plant.

Rural Electrification Up

The Alberta Rural Electrification Program has experienced an upswing in 1962. About 750 farm electric service contracts were signed up, compared with 680 last year.

New Generator Planned

Among the major projects underway at Canadian Utilities is the installation of a 25,000 kilowatt coal-fired generating unit at the company's Battle River plant. Over two million dollars, or about half the company's capital appropriations for 1963, will go toward this project.

Excavation has been completed, the concrete for the foundations and the turbine block poured, and structural steel work is underway. Completion date is scheduled for mid-1964.

Other Projects

Other projects scheduled for 1963 include increasing the size of a number of substations, extending service to an anticipated 1,400 new customers of all types, plus an expected number of more than one hundred oilfield customers.

New street lights are planned for various towns throughout Canadian Utilities' districts.

A 69 KV transmission line will be built from Caster to Veteran in the Drumheller District, at an anticipated cost of about $190,000.

A further step in tying the company's facilities into the provincial grid system will be taken with the construction of a 69 KV tie-line between the Peace River system and Calgary Power at Judy Creek, in the Swan Hills area. About $125,000 is slated for this project.

NORTHLAND UTILITIES LIMITED

Northland Utilities provides natural gas and electric service to a total of nearly 20,000 customers in the three Western Provinces and The Northwest Territories.

The total electric revenue in 1962 was about 11 percent over last year's revenue, while the figures for gas sales are up by slightly more than ten percent.

The company's 11,942 electric customers represent an increase of 12.6 percent over last year's 10,427. Gas customers number about 9,500, an increase of nearly nine percent over 1961's 8,742.

Two new communities have been added to Northland's family of gas customers, viz., Rolla in British Columbia, and Nampa in Alberta.

A great deal of the company's 1962 activities consisted of integrating their system and their operations with those of Canadian Utilities, Limited.

Northland Utilities expects to serve about 350 new electrical customers in 1963, plus about 300 new rural customers.

The major construction project underway, scheduled to be completed early in 1963, is a new plant to supply electric power for gas dehydration (Shell Oil Company) at Worsley. Two units are being installed, to supply a total of 1,500 kilowatts.

The company's natural gas division, with a total of close to ten thousand customers, anticipates continued healthy growth in the coming year.

Firm Meets Challenge . . .

(Continued from Page 7)

bottom. The southern section of the line will be completed this summer.

The line will also cross the North Saskatchewan River west of Edmonton and connect into the system of Northwestern Utilities Limited, providing natural gas to communities throughout north-central Alberta.

The Swan Hills pipeline is largely an all-Alberta project. Pipe for the line was supplied from the Edmonton mill of Alberta Phoenix and Camrose Tubes, Camrose. Fibreglass wrap for the line was supplied by Peace River Glass Ltd., Fort Saskatchewan. Enamel came from the plant of Husky Refining Co., Lloydminster. The line is being built by the Edmonton - based construction firm of Bannister Construction.

The Swan Hills line is the longest pipelining project contracted by Northwestern Utilities since construction of the line bringing natural gas to Edmonton from the Pembina oilfield in 1958.

Northwestern now have a total of 16 sources of supply feeding their system which supplies natural gas to over 100,000 Alberta consumers in 79 communities.

Bus Firm Mushrooms From Small Start

Almost thirty-four years ago Canadian Coachways Ltd. was Collins' Brothers Busline. It could more accurately have been called Collins Brothers Bus for the 'running stock' of the new firm established by John and Percy Collins, consisted of one seven passenger bus on a determined, if not too regular schedule from Edmonton to Athabasca.

Despite the lean intervening years the brothers worked toward enlarging their service and in 1935 formed the company Canadian Coachways Limited.

Western Motor Coaches owned by partner A. P. Collins was merged with the new company in 1941. Vehicles and equipment as well as the valued bus routes were acquired and became the property of Canadian Coachways. By 1946 the firm was in a position to bid for the Dawson Creek route and was granted the certificate by the Government over some stiff competition.

The Edmonton to Peace River and Fairview line as well as Peace River to Hay River became the property of Coachways through the purchases of Peace River Lines in 1947 and "Gateway to Yellowknife" Bus Lines in 1950. The picture was beginning to take shape as several more new routes were added and several others were extended.

It was a red letter day for Canadian Coachways when the Valleyview - Whitecourt Cut-off was completed in 1954. Now the Valleyview Whitecourt area could be economically and efficiently served via the new route.

On April 1st, 1962, Northern Stages Ltd. was acquired. This added the highway route from Prince George, B.C. to Dawson Creek, B.C. January 1st, 1963, was the effective date of the purchase of operating rights from Alaska Motor Coaches for virtually the entire State of Alaska. A new company, Alaskan Coachways Limited was formed to serve this area.

Operations area of the Coachways System now encompasses the Pembina Oilfield area to Drayton Valley and south to Lacombe, the entire Peace River block north to Hay River and Yellowknife on Great Slave Lake northwest along the Alaska Highway to Whitehorse and Dawson City and within Alaska to Fairbanks, Anchorage and to Homer on the Kenai Peninsula.

In 1956, M.R. "Mickey" Collins became the major shareholder of the company, when he took over from A.P. Collins who retired from the business.

Mr. Collins, young company president and general manager, reflects the optimism that has played such a vital role in Coachways' continued growth.

Every bus operator is quick to

(Continued on Page 9)

CANADIAN COACHWAYS

Servicing Canada's Great Northwest

WITH A TRANSPORTATION SERVICE SECOND TO NONE

- Providing passenger, mail, express and charter service daily with "On Time" efficiency and reliability.
- Regular bus service totalling 300,000 miles per month over 4,000 miles of franchised routes.
- A staff of 120 trained personnel and ten efficient depots throughout Alberta.
- Thirty-five modern coaches, including 33-passenger Diesel "Luxury" coaches.
- Teletype connection between depots to expedite passenger and freight information.
- Over a million-and-a-half-dollar investment to provide latest vehicles, facilities, depots and communications.

FOR COMFORT, EFFICIENCY, ECONOMY— GO CANADIAN COACHWAYS

Schedule Information from your local agent or

Canadian Coachways Ltd.

EDMONTON, ALBERTA

Irving Wire Known For Fine Products

Irving Wire Products Ltd. of Calgary and Edmonton plays a significant role in Alberta construction and is proud to be a part of the progressive building presently taking place in the province, and Western Canada.

Irving Wire Products Ltd. continually works towards improving production methods, thus providing a better product at a lower cost. Improved production methods enables this company to lower concrete reinforcing costs for the contractor.

From design board to building site, men associated with building today rely on Irving Wire products for solid construction.

Proof of this is the widespread acceptance of Bloc-Weld Block Reinforcing. Irving Wire began producing Bloc-Weld four years ago. Since that time the Company has made many advances towards improving the product until today it is the finest available in Western Canada.

With further product diversification in mind, Irving Wire Products recently purchased a Heavy Duty Production Type Mesh Welder. This machine, the first of its kind in Alberta, will be used to produce Standard Building Mesh and Stucco Wire Mesh, Stucco Mesh being a new product for the Irving Wire Plant.

Cement Blocks With Difference

The cutting of the satin ribbon, the dedication speeches, the round of congratulations to the architect, the conducted tour, the sound of awe at man's ingenuity and a vision comes into being.

When it's all over — a quiet time for the man of vision to silently toast the builder of dreams — concrete block! Not just any block, but block that is "autoclavecured" to make dreams last and last - Edcon Concrete Block!

The difference is the "autoclave-curing". Edcon, "Autoclave-cured" blocks are high pressure cured to eliminate shrinkage, give higher column stability and uniform density in only nine hours from time of manufacture.

This is much like producing a wine with the vintage flavor of 100-year-old Napoleon Brandy in one day.

Whether your dream takes the form of a beautiful home, a modern warehouse, or a multi-story office building, use versatile Edcon "autoclaved" concrete blocks.

Propane Firm Grows in West

Canadian Propane Consolidated Limited is a wholly owned marketing subsidiary of Canadian Hydrocarbons Limited. The latter was formed in 1955 with the purpose of engaging in the wholesaling and retailing of liquified petroleum gases.

A sales and distributing organization was established through the co-ordination of a number of independent propane companies under one centralized marketing organization called Canadian Propane Consolidated Limited.

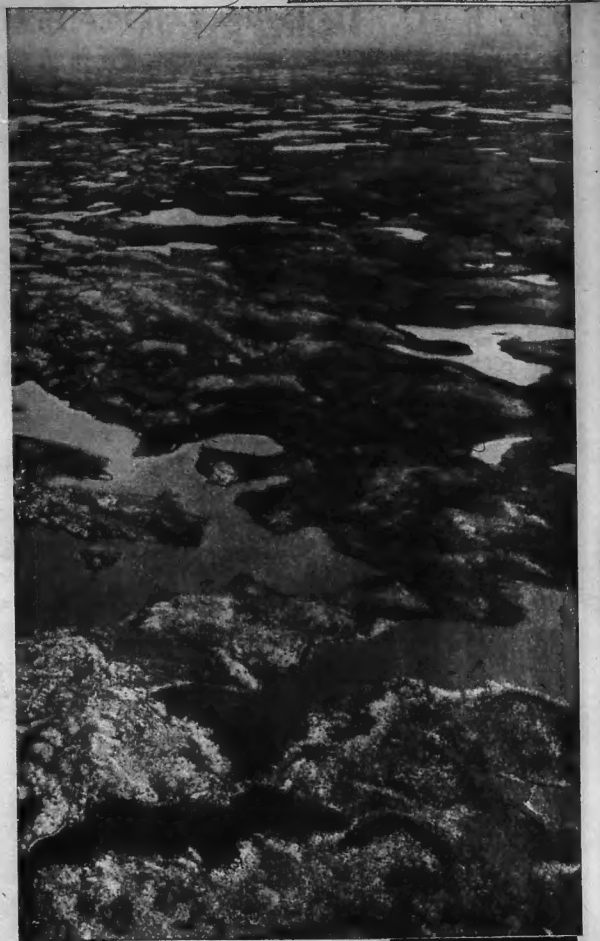
BUS FIRM . . .

(Continued from Page 8)

voice the opinion that service is the big factor in encouraging new business-but Coachways did something about it.

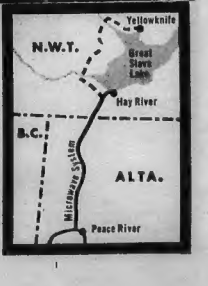
Realizing the need, created by increased northern business activity, for a dependable frequent express service 'Mickey' Collins set out to design a custom carrier that would combine passenger facilities with increased express capacity. He found exactly the answer in 'The Bruck.' Directing the entire project, Collins had the unit custom made by Western Flyer Coach of Winnipeg.

Reaction was immediate and favorable, so favorable that each year has seen additional units ordered and placed in service until there are at present ten of these 'Brucks' operating in Northern Alberta, Northern B.C., and the N.W.T.



AGT INVESTS IN THE FUTURE OF THE CANADIAN NORTH

After two years of battling muskeg, rock and timber, construction of a multi-purpose microwave system linking Alaska, the Yukon and N.W.T. communities with Alberta and the rest of the world, has been completed. Your telephone company has played a major role in the development and construction of this system that brings North America into direct communication with centres on its last frontier.



AGT ALBERTA GOVERNMENT TELEPHONES

CONTRIBUTING TO ALBERTA'S GROWTH

North Western Pulp & Power Ltd.

Hinton, Alberta

In 1962, the following amounts of Alberta-made products were used in the manufacture of Alberta Hi-Brite:

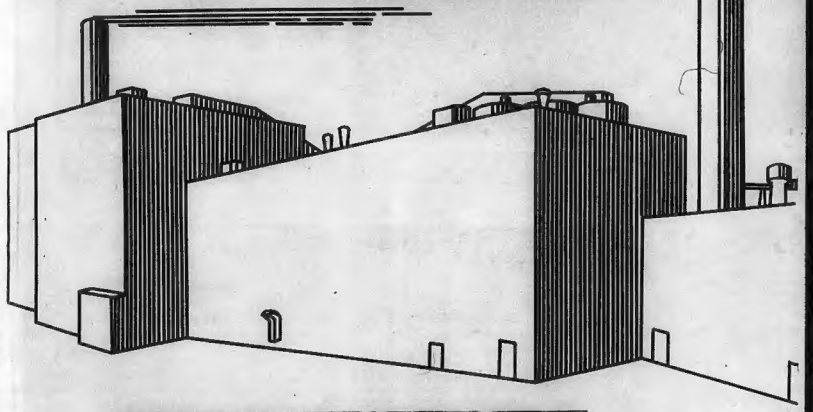
- ☆ 7,500 tons Chlorine
- ☆ 1,000 tons Sulphur
- ☆ 2,700 tons Sulphuric Acid
- ☆ 7,000 tons Limestone
- ☆ 330 tons Alum

WOODLANDS LOADING

A cary'lift loads the pulpwood from the cutters' piles onto waiting trucks, which then haul it to the Mill.

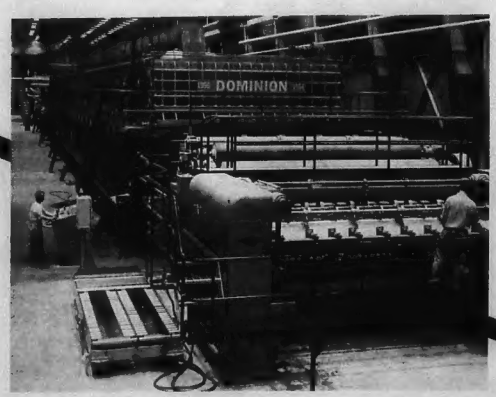
WOODYARD SCENE AT THE MILL

Fifty foot fire monitors stand guard over the Company's wood pile.



BLEACH PLANT WASHERS

Here the pulp is washed and bleached to "the whitest white you ever saw."



DRYING MACHINE

Alberta Hi - Brite bleached kraft pulp rolls off the Minton dryer onto the "layboy" to be cut into smaller sheets and stacked for baling and shipping.

MANUFACTURERS OF

ALBERTA HI-BRITE

CANADIAN SALES AGENT – CONSOLIDATED PAPER SALES LTD., MONTREAL

U.S.A. AND OVERSEAS SALES AGENT–ST. REGIS PAPER COMPANY, NEW YORK CITY

Polythene Pipe Made Here

The manufacture of polythene pipe has assumed major proportions for the people of Alberta because of its ease of handling, its versatility, its durability and its economy. Oil well drilling companies use it to bring water from distant sources for their operations. Municipalities install cold - water distribution and drainage systems with it in half the conventional time and at a fraction of the conventional cost.

. . . sleek jets speed through Alberta skies

. . . microwave towers lace the province

Wings Of Commerce

First-class transportation and communication links are the sinews that bind together Alberta, helping to send the economy racing ahead.

A network of top highways, railways and air services speed men and equipment engaged in building Alberta, to their assignments the length and breadth of the province.

Similarly, one of the world's most modern microwave systems plays its part in providing commerce and industry with instantaneous communication throughout the province.

Industrial Future Grows Brighter

Today the opportunity for the establishment of secondary industries to serve local markets in Alberta is excellent. Forecasts indicate the economic climate of Alberta up to 1975 and beyond will be favorable to industrial growth.

By 1975, Alberta will have a population of two million, almost double that of today. The four western provinces will be approaching the six million population mark.

Alberta will play an increasingly important role as the centre of manufacturing in the West. The resources of Alberta will allow the establishment of industries that can produce at low cost to supply prairie markets, the rest of Canada and many parts of the world.

School population of Alberta, including public and separate schools from Grades one to twelve, was nearly 307,000 last year.

Chev. — Pontiac — Olds — Buick
G.M.C. and Chev. Trucks
6 Cyl. & V8

REMANUFACTURED ENGINES

Using only Genuine G.M. Parts — Precision fitted by skilled specialists, test run, fully guaranteed. Quality at a substantial saving.

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"I WANT DEPENDABILITY, EFFICIENCY, AND TOP SERVICE AT THE LOWEST POSSIBLE COST."

"That's a tall order, sir . . but Alberta's investor-owned gas utilities are doing it today in over 180 communities throughout the province."

FRIENDLY GAS SERVICE
NORTHLAND UTILITIES, LIMITED
NORTHWESTERN UTILITIES, LIMITED
CANADIAN WESTERN NATURAL GAS COMPANY LIMITED

Industry In Rockies

The Canada Cement Company's plant at Exshaw, Alberta is in the beautiful Rocky Mountains. This plant which has a production capacity of over 12,000,000 bags of cement per year was almost completely rebuilt during the vast expansion program of the Company between the years 1946 and 1956.

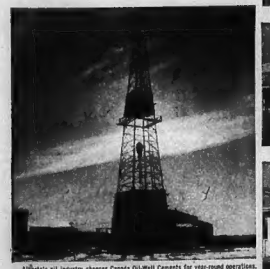
The safety minded employees at this plant had completed 1,772 days of continuous operation without a single lost time accident on February 28th of this year. The latest lost time injury at Exshaw occurred on April 23, 1958. This is an outstanding safety record considering the many hazards to safety in a cement manufacturing plant.

ALBERTA
builds with
CONCRETE
made with
CANADA CEMENT

All through the province enduring, low-cost concrete is being used more and more in structures like these—homes and churches, bridges and pavements, shops and schools. Canada Cement is the quality product of a Canadian company...made right here in Alberta.

This graceful concrete bridge spans the Bow River near Canmore, on the Trans-Canada Highway.

This 12"-thick concrete apron is built to take pounding of jet liners at new terminal at Nisku.



Alberta's oil industry chooses Canada Oil-Well Cements for year-round operations.

Concrete masonry carries out modern design of this Edmonton shopping centre.

Attractive new Lethbridge home of concrete masonry construction.

Decorative concrete masonry wall distinguishes this Edmonton church.

A "CANADA" CEMENT FOR EVERY PURPOSE . . .

Canada Cement COMPANY, LIMITED
CANADA CEMENT BUILDING, MONTREAL
SALES OFFICES: Calgary • Edmonton • Regina • Saskatoon • Winnipeg

Lumbering Takes on Many Hues in Alberta

Alberta's rich forest resources are taking on increasing importance in the province's economy.

And in the new concept of forest utilization, diversity is the keynote of the new activity that has come to the spruce and pine woods that tumble down the Rockies' eastern slope.

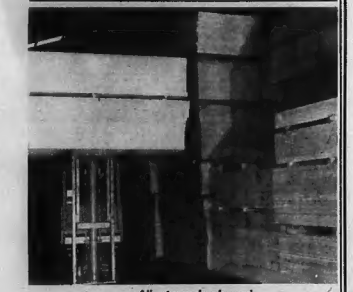
No longer is logging aimed only at feeding the sawmills.

In the forerunner of a giant pulp operation that will someday extend into many sections of the province, a huge mill at Hinton produces the ingredients for a wide variety of papers. It draws on a huge timber tract for its raw materials.

In another manufacturing phase of the forest industry, two major plywood mills have been established in Alberta in recent years, employing hundreds on production lines and many more in the bush during the winter.

. . . stockpiles for giant pulp mill at Hinton

Based on sound conservation principles, development of Alberta's forest wealth assures generations of future Albertans a continuing rich resource.



. . . Alberta-made plywood

TRULY ALBERTAN

NADP

Nu-Maid DAIRY PRODUCTS

Butter — Ice Cream — Cottage Cheese
Milk — Cream — Cheddar Cheese

AVAILABLE THROUGHOUT NORTHERN ALBERTA

Northern Alberta Dairy Pool Limited

HEAD OFFICE EDMONTON

Owned by Farmers Supplying Raw Products

LETHBRIDGE INDUSTRY TIED TO PRODUCTS OF SOIL

In the Lethbridge district of Southern Alberta, there has been, for many years, a thriving industry based on the products of the soil. Many businesses look to products of the soil for efficient operation, products that are available in the immediate area.

Beet sugar, vegetable canning and freezing, flour milling, macaroni and brewing all look to the farms for their raw materials. Butter and cheese factories are situated throughout the region and honey is refined for use in the local districts and across Canada.

A healthy economy exists where manufacturing is based on products indigenous to the area. Such is the case in Lethbridge where coal, oil and natural gas are available in abundance to supply fuel for processing the soil products.

VERSATILE PRODUCT

Polythene film, made in Alberta, is another plastic form with a thousand applications. Made in wide sheets, both clear and opaque, it may be used for the construction industry as "Bubble Tents" to enclose buildings and to allow construction to continue in spite of below zero weather conditions.

In the buildings themselves, it forms a perfect, almost indestructible, vapour barrier between the inside and outside walls. Placed around the exterior of a concrete foundation, the earth may be replaced and the polythene film prevents moisture from affecting the cement.

WE ALBERTANS ARE PROUD OF OUR PROVINCE

And well we should be. The history of our province is one of continued advancement. Tremendous progress is made possible, now as in the past, by Albertans working together toward the future prosperity and happiness of this land and it's people. We can all do our share by simply looking for and buying Alberta Made Products.

When In Edmonton Stay At . . .

THE KING EDWARD

Conveniently located in the downtown and business area. Television and Radio in most rooms. Moderate rates.

Now Featuring, Convenient, Free overnight parking.

Corner of 101st St. and 102nd Ave.

Hinton Mill Alberta's First

Alberta Hi-Brite, unique as a product of the province's first and only pulp mill, has more than justified predictions made in 1957 when the newly-established North Western Pulp and Power Ltd. first geared to roll, that "economics of the new pulp mill at Hinton point to outstanding opportunities in this field."

Five years after the company began processing raw timber into bleached white bales to be sold to paper manufacturers 7,500 tons of Chlorine, 1,000 tons of Sulphur, 2,700 tons of Sulphuric Acid, 7,000 tons of limestone and 330 tons of Alum were purchased from Alberta firms in the manufacture of 180,000 tons of Alberta Hi-Brite in 1965.

Hinton's pulp mill, owned jointly by St. Regis Paper Company (Canada) Ltd. and North Canadian Oils Ltd., was exciting news in 1957. North Western Pulp and Power Ltd. had taken a 21-year lease on 1.9 million acres of Provincial Crown land and expected at initial capacity, to take annually some 350,000 cords of pulp wood, equal to about 30 million cubic feet.

Until that time, Alberta's forest lands, making up 10.2 per cent of the Canadian total had almost no pulpwood production. The new pulp mill at Hinton was expected to increase substantially Alberta's output of primary forest products.

Statisticians predicted that with the North Western Pulp and Power Ltd. mill to pioneer the way, "construction of additional pulp mills each with an annual sales figure of $20 million for the period through 1975" would be reached.

While no other pulp mill has been established as yet in the province, North Western, operated by St. Regis which also controls and sells the output, continues to make its unique contribution to Alberta's industrial economy.

To ensure a perpetual wood supply, the company has increased its original lease to roughly two million acres of provincial forest land with an option to lease an additional two million acres as soon as expansion of its operations warrant.

Re-forestation and conservation of this vast area is in the highly skilled hands of foresters using the most modern techniques in forestry research for preserving and perpetuating supply of pulpwood material as well as beauty of the region which produces it, for future generations.

Besides timber cruisers employed by the company to carry on a forest inventory, intensive growth studies are a continuing program to the company's vast operations. This is supported by aerial photography which aids in the mapping of bush roads, establishing timber volume and locations, and assisting in numerous other ways to carry on efficiently.

Some 350,000 cords of Lodge pole, pine and white spruce, cut into 100-inch lengths, are felled and hauled from the bush to woodyards under supervision of the Woodlands Department. Neighboring tree farmers augment their agricultural income by supplying still more pulpwood and private contractors haul in North Western as well as company-owned vehicles.

All the pulpwood is hauled by trucks from the bush to the mill. On arrival, logs are shorn of their barks in huge mechanical drums then shredded into chips to be cooked or "digested" under pressure and heat and with chemicals.

The resulting brown, mushy pulp called "brown stock" is screened; washed and re-screened until the small uncooked bits and pieces of foreign materials are taken out. A six-stage bleaching process follows, the mass is again washed, screened and drained over an endless woven wire cloth eventually to become dehydrated to a mat. This stage of the process continues through three presses and over two steam dryer rolls to form a strongsheet.

This material is put through another 66 steam dryer cylinders then cut into squares ready for stacking in 500 pound bales. These bales go through a 1,800 ton baling press which compacts them to 16 inches in height.

The bales are then weighed, wrapped, tied with wire and travel to a warehouse on a belt.

Most of this operation is done through electrical automation.

North Western Pulp and Power Ltd. does not manufacture paper. Instead, its high grade pulp bales are sold through St. Regis Paper Company to other companies who use it to manufacture specialty papers.

PULP, PLYWOOD PLANTS HINTED FOR HIGH PRAIRIE

HIGH PRAIRIE — Civic and Chamber of Commerce officials of the Peace River's fifth largest community are viewing with interest recent statements by government officials.

They are waiting to see if "interested parties" are going ahead with thoughts of a pulpmill on Lesser Slave Lake. Another industry being touted for the lake district is a plywood mill.

Then, too, gas and oil exploration is currently quite activ in the area.

Basic industry of the western Peace district is agriculture. As well, a number of mink ranches are operating.

THE SYMBOL OF QUALITY FOR OVER 70 YEARS

Gainers' SUPERIOR

Look For These Gainers' Superior Brand Meat Products When You Shop.

Superior Ham — Superior Sausage —
Superior Wieners — Superior Pure Lard —
Superior Cooked Meats — Superior Bacon —
Superior Cottage Roll.

GAINERS LTD.
EDMONTON, ALBERTA.

GALVANIZED IWP LTD PROTECTION

ALL AROUND THE YARD
SENTINEL ALL-PURPOSE GALVANIZED FABRIC

The multiple advantages and uses of Sentinel Galvanized Fabric have placed this product "Way out front" in superior performance. Some of the many farm and industrial uses are suggested below.

Hidden pens • Animal pens • Machinery guards
Feeder feeding pens • Fencing • Tree guards

IRVING WIRE PRODUCTS

GAS DOES IT BETTER . . .
automagically

For
SOFTER, BRIGHTER, CLEANER CLOTHES
Get an AUTOMATIC
GAS DRYER

End back-breaking trips to the yard with heavy loads of wet wash. Just pop wet clothes into your automatic Gas Dryer—and relax. In minutes, an evenly-heated flow of warm, dry air gently whisks out moisture, fluffs and renews even the most delicate fabrics. Your clothes will stay softer, brighter, cleaner than ever with a Gas clothes dryer.

See Your Local Gas Appliance Dealer or Your Dependable Gas Utility Company

Alberta Agriculture Makes Great New Strides

Alberta's founding industry - agriculture - continues to make great strides.

Diversification is the keynote of the immense farming operation with field crops, livestock and poultry production all having their place in it.

Like all other phases of the economy, Alberta agriculture shows solid growth, cementing its place as part of the "breadbasket of the world."

. . . the golden Alberta harvest

. . . some of best farmland in the world

. . . champions in the show ring

Buying Alberta-made products wherever possible makes good sense. What Albertans make, makes Alberta.

Crude oil production in Western Canada last year exceeded even the levels reached during the Suez crisis of 1956-57.

United Grain Growers

SYMBOL OF FARM SERVICE

This symbol is being introduced as the new U.G.G. insignia on country elevators — but U.G.G. policy will not be changed: it is as good as it was the day this farmers' company was founded: to give courteous service to every customer . . . and to weigh and grade all grain handled through U.G.G. elevators accurately, carefully and honestly.

This policy protects you every time you haul to the U.G.G.

UNITED GRAIN GROWERS LTD.

Serving The Farmer For Over Half A Century

Ogilvie

Ogilvie and Alberta Today

With two mills in Alberta, at Edmonton and Medicine Hat, The Ogilvie Flour Mills Company Limited is a working partner in the growing progress of this richly endowed province. At these mills and others, Ogilvie converts the harvests of Western Canada grains into an amazing variety of products for the home, the farm and industry.

And, in doing so, Ogilvie helps serve the people of Alberta and all of Canada with employment and profits.

Ogilvie *Ogilvie Nourishes the* Nation

'Pool' Takes Long Strides

Forty years ago this summer, there was excitement on the farm scene; stirring events were taking place. Alberta farmers who had watched the price of their wheat tumble from more than $2.00 per bushel at the end of World War 1 to less than 75c per bushel had become restive. They demanded action and through their own efforts they got it. Thousands joined together to set up their own grain marketing organization, the Alberta Wheat Pool.

The concern taken by those pioneer grain producers has had far reaching effects on the course of farming in this province and, indeed, on the entire grain marketing industry of this nation. Today, the Alberta Wheat pool stands as one of the large and successful business enterprises of the nation.

It is distinctive, however, not so much because of its size or the extent of its operations but because it is strictly a farmers' organization. In the forty years it has been in operation, the Alberta Wheat Pool has not lost sight of its original objectives nor has ownership and control slipped from the hands of farm people. The 30,000 members who now own and control the organization are all active farmers.

Pool Organized in 1923

Getting back to 1923, farmers in various parts of the province, dissatisfied with the service they received at country elevators and the method of marketing then prevailing, had decided to set up their own voluntary marketing pools. They had been unable to persuade the federal government to re-establish the Wheat Board which had operated to the satisfaction of grain producers following the First War.

Just about that time it was learned that a California lawyer by the name of Aaron Sapiro was to address a meeting of apple growers in British Columbia. He had attained considerable success in organizing marketing in United States. He was invited to address a meeting of grain producers in Calgary. This meeting aroused great enthusiasm and Mr. Sapiro provided the spark that set fire to the Wheat Pool idea.

Under the leadership of H. W. Wood, the United Farmers of Alberta, then at the peak of its influence and power, threw its weight behind the movement. A drive for membership was started in 1923 with bankers, business and professional men and farmers turning out in droves to scour the country for signatures.

Membership Objective Reached

In the space of a few weeks, enough farmers had signed up to make it possible to proceed with organization. A charter was obtained and even before the Alberta Wheat Pool was able to open its small office in Calgary on October 29, 1923, grain began pouring in from the country. Though harvest was practically completed before the Pool was ready for business, it handled the amazing total of 34 million bushels that first season.

Ever since, the Alberta Wheat Pool has handled a sizable share of the grain marketed in Alberta. In recent years, in particular, farmers have been making a steadily increasing share of deliveries to the Pool. In the last crop season (1961-62) this reached an all-time high of 42.3 percent of total grain marketings.

When organized, Alberta Wheat Pool was aimed at ". . . promoting, fostering and marketing wheat co-operatively, eliminating speculation in wheat . . . and stabilizing the wheat market; . . .co-operatively and collectively handling the problems of growers. . . and improving in every legitimate way the interests of growers in the province of Alberta."

Though these objectives have been broadened somewhat over the years as the Pool has expanded its operations, the Wheat Pool is still guided by these original aims. To an amazing degree these objectives have been attained.

County Elevators

Because the Wheat Pool did not own any elevators to begin with, it was necessary to make arrangements with other grain organizations to handle its grain. But it soon became evident to pool members that there were advantages and savings to be had by operating their own elevator system.

In 1925, the first three elevators were built, all in east - central Alberta. These were located at Nace, Lee and Esther. In the following few years building proceeded at a rapid rate and by 1929 farmers owned 438 Pool elevators.

The collapse of markets in 1929 and the resulting financial strain placed on the organization halted expansion for a number of years. However, when grain stocks built up during World War II, there was need for greater space in country elevators and expansion proceeded once more. Today, there are over 680 country elevators in the Pool system with a capacity of over 62 million bushels. This is more than double the pre-war level.

Large Savings Made

These elevators are providing producers with service at cost with resulting large savings. Since its inception in 1923, Pool patronage dividends to members have exceeded $33 million.

In 1962-63 operations alone, patronage dividends (to be distributed in May) will amount to $2,558,000. On per bushel basis this works out at over 5 and a quarter cents per bushel for wheat and flax and more than 2 and one half cents a bushel on coarse grains.

The cash portion of the dividend on wheat will amount to three cents a bushel, probably the largest ever paid in this province. The balance is to be paid out in reserve with which the ownership of the organization rests.

A Beneficial Influence

Not only have grain producers made substantial savings through the operation of Pool elevators, but their presence at nearly every delivery point in the province has a beneficial effect on grain handling practices. Wheat Pool elevators have set a high standard of service and Pool elevator agents have always been instructed to give farmers accurate weights, grades and dockage.

The pool has also been an effective influence in holding down grain handling charges which in Western Canada today are the lowest in the world. Further, it helped to eliminate the wide spread which once existed between wagonload and carlots of grain, and between grades.

To begin with, the Alberta Wheat Pool marketed its members' grain on a pooling basis much the way the Canadian Wheat Board operates today. Farmers, completely dissatisfied with the open, speculative, system of marketing, established this pooling method in an effort to bring stability and security to the wheat growing industry.

The system worked well for the first few years but when world prices collapsed in 1929 the organization was forced to abandon its pooling operations. Renewed pressure was placed on the government to establish a national Wheat Board and in 1935, largely as a result of the efforts of prairie farmers working through the three western wheat pools, such a body was established.

In 1943, the Wheat Board was made sole marketing agency for wheat and in 1949 for oats and barley.

A Major Achievement

Of all the accomplishments of Prairie farmers working through the wheat pools, the securing of the Canadian Wheat Board was one of the most important. Prairie farmers now tend to take the Wheat Board method of marketing for granted but old-timers remember the booms and busts which characterized the grain market prior to the establishment of the Board. Few grain producers in the West would care to return to the old speculative system of marketing.

In 1957, at the request of seed growers, the Alberta Wheat Pool took over the assets of the Alberta Seed Growers' Co-operative and entered the seed marketing business. The following year, again at the request of seed growers, it bought out the Sangudo Seed Growers' Co-operative.

The Alberta Wheat Pool is now one of the large seed marketing organizations in Canada. Its objective is to market seed to the best advantage of producers. While it is difficult to actually pinpoint the benefits that have resulted from the entry of the Pool into the seed business, there is evidence that stability has been added to an industry for years characterized by widely fluctuating prices.

A Voice for Farmers

Through the Wheat Pool grain producers have gained a voice and an influence in grain marketing matters which on an unorganized, individual basis they could not possibly have achieved. Elected Pool officials have gained the confidence of governments on both the provincial and national levels and are frequently consulted on subject of concern to the grain producer.

The establishment of the Canadian Wheat Board, the gradual expansion of its responsibilities, the introduction of delivery quotas, the retention of the statutory Crowsnest Pass freight rates on export grains, and conclusion of several international wheat agreements are some of the objectives for which farmers, through the Wheat Pool, have worked and achieved.

Today, as it approaches its 40th birthday, the Alberta Wheat Pool stands as a vigorous and influential organization, owned by farm people and operating solely to serve the needs and interests of grain producers. Through their Wheat Pool, the farmers of this province have made substantial progress but with the continued loyal support of members, Pool officials predict even greater achievements ahead.

CO-OPS HELP COMMUNITIES GROW

In any business, it's the OWNERS who benefit the most! Your Co-op is owned by the consumer — possibly by a good percentage of the people of your community. Naturally, when so many people can benefit from one business — the community does too!

IN-78-60

REMEMBER YOU OWN YOUR CO-OP

CO-OP

There Is A . . .

Canadian Propane

SPECIALISTS IN PROPANE AND NATURAL GAS APPLIANCES

Dealer In Your Neighborhood

ENQUIRE FROM HIM TODAY

Edition Published By Weeklies

"Alberta Today," a review of this province's economic growth and prospects for the future, is a project which has been undertaken by the member-newspapers of the Alberta Weekly Newspapers Association.

With a circulation of nearly 100,000, "Alberta Today" is being distributed with the regular editions of weekly newspapers in centres throughout the province.

The project was undertaken by the weekly newspapers to point up Alberta's dramatic progress on all economic fronts and the advantage to Albertans of buying products made in their own province.

"Alberta Today" was published in co-operation with the "Buy Alberta Committee" of the provincial government.

Help of the Photographic Branch of the Province of Alberta in providing photos for this edition is gratefully acknowledged by the publishers.

Plastic for Highways

In highway building, polythene film between the roadbed and the paving prevents the seepage of moisture from the ground to the "crown" of the road and avoids frost cracking. The life of the road is more than doubled and the maintenance costs are halved.

Power for Farms

Farm electrification moved forward in 1960 with over 3,000 farms being connected to power sources. Of Alberta's 63,500 farms, 53,000 are now electrified. This means that over 83 per cent of Alberta farmers now enjoy the benefits of electric power for increased production and easier living.

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CANADA'S LARGEST SPRAYER MANUFACTURERS

LOOKING AT SPRAYERS?

- ALUMINUM TANKS (166-200 or 250 imp. gals.)
- ALUMINUM BOOMS (33 and 43-ft. coverage)
- PATENTED CLAMP-ON NOZZLES
- RETRACTABLE BOOMS ON CASTER WHEELS (4.00 x 8 tires and tubes)
- UNEQUALLED BOOM STABILITY
- WORKS WITH CONTOUR OF THE LAND
- QUICKLY CHANGED FOR TRAILING
- MAIN RAIL AND BOOMS REVOLVE TO ADJUST BOOM HEIGHT OR DIRECT SPRAYS IN DIRECTION OF TRAVEL
- LINE FILTER HAS METAL (NOT FELT) SCREEN TO ACCOMMODATE FLOW OF NEW POWDER CHEMICALS.

ILLUSTRATION—

Spraymaster Model

Booms support nearly true vertical in horizontal position. Also provides for trailing, without interference between booms.

CLAMP - ON - NOZZLE

No other clamp can claim the merits of Golden Arrow.

Exclusive Features—

- STRAINER SCREEN is held quickly home when eliminating sediment trap.
- THE TIP AND STRAINER are simply held in a combined seal, which fits across all clamps.
- NO TIP LOCK NUTS are used as the tip and strainer are adjusted for alignment with a simple wrench.
- TIPS AND STRAINERS interchange with popular makes.

NOTE: GOLDEN ARROW SPRAYER TESTED 1961 by "AGRICULTURAL MACHINERY ADMINISTRATION" Saskatchewan Department of Agricul. re

Stocking Distributors at Major Points • Servicing Prominent Dealers Across Canada

WRITE NOW TO GOLDEN ARROW FOR FREE LITERATURE

Pool Patronage Dividends

These patronage dividends, distributed in the past five years, have been retained in Alberta and have benefited farmers and businessmen alike.

Crop Season:	Wheat & Flax	Coarse Grains
	- cents per bushel -	
1957 - 58	5.0	2.5
1958 - 59	6.3	3.2
1959 - 60	5.0	2.5
1960 - 61	5.2	2.6
1961 - 62*	5.3	2.6

*To be distributed in May, 1962.

POOL ELEVATORS ARE GOOD FOR ALBERTA

$33 Million In Patronage Refunds Boosts All Business

Alberta is still basically an agricultural province despite the great development and diversification that has taken place in business and industry in recent years.

Agriculture still provides jobs for more people than any other industry and is a constant source of new wealth. Much of the economy of the province is geared to providing farmers with their needs . . . machinery, clothing, food, automobiles, insurance, agricultural chemicals, and countless other goods and services.

Without a prosperous and expanding agriculture the economy of the province is in serious difficulties.

The Alberta Wheat Pool is a part of the farmers' self-help efforts to raise their income and improve their economic position. Through the Pool they have brought about substantial benefits. In doing so, they have not only helped themselves but they have helped all Alberta.

Over the years the Alberta Wheat Pool has alone returned over $33 million to farmers in patronage dividends. This is money that has remained in the province, adding to its overall prosperity.

Because the Alberta Wheat Pool is good for farmers, it is good for Alberta too!

ALBERTA WHEAT POOL
Farmer-Owned Co-operative

Pulse of Alberta

. . . big southern Alberta plant produces chemicals

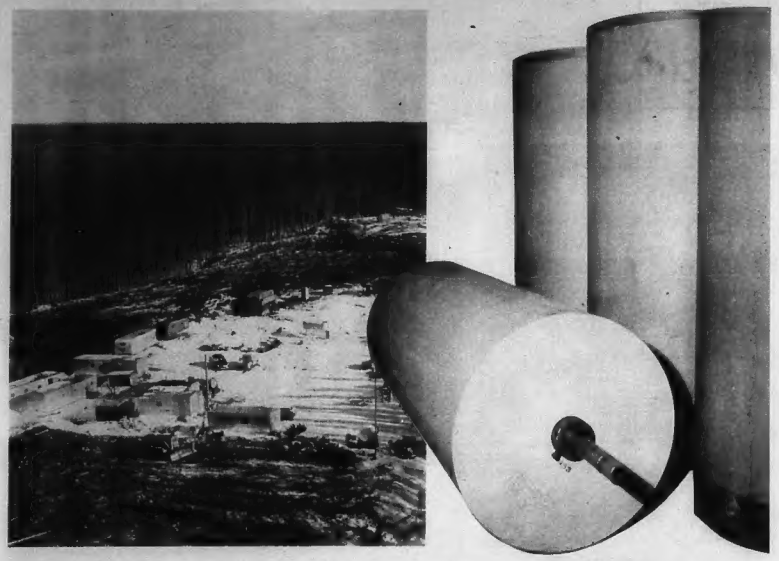
. . . modern communications link province

. . . Alberta-produced steel for industry

. . . symbol of province's oil riches

. . . rich iron ore deposits in northern Alberta

From Alberta's Forests Newsprint for the World



Under Construction In 1963

The New
AlbertaWest Newsprint Mill
Whitecourt, Alberta

Alberta publishers will soon have available an all-Alberta manufactured newsprint product from our new plant rising at Whitecourt, Alberta. Newsprint, as good or better than any in the world, will be in production by 1964. Daily capacity will be over 300 tons; more than 100,000 tons annually. Bush operations alone will give employment to more than 700 Albertans.

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ALBERTAWEST FOREST PRODUCTS
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LOOK TO ALBERTAWEST FOR THE BEST — IN HIGH QUALITY NEWSPRINT

"First In Community Service"

PEMBINA NEWS ADVERTISER

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Vol. 8, No. 18, MAY 8, 1963 A. Playford, Publisher, Box 120, Drayton Valley.

Political Issues Discussed at Meeting

A political Round-Table discussion was held in Gainford Hall on Monday evening May 6th with a large number of people from various parts of the Stony Plain provincial Constituency on hand to air their opinions. Theme of discussion was "Political Issues in the Coming Provincial Election."

Representatives from all the political parties were there. Social Credit, N. D. P., Liberal and Progressive Conservative to discuss the possibility of a united front, under the Unity Movement, against entrenched privilege in the form of the present Social Credit administration.

Although so many different political veiwpoints were represented at the meeting a feeling of unanimity was achieved throughout the session. Final outcome of the meeting was summed up in amotion from the floor to the effect that the group present felt that it was in the best political interests to get behind the Unity Movement and help to elect their candidate.

Mrs. C. R. Wood Nominated S.C. Candidate

On April 27th at a well attended meeting in Kelly's Hall, Stony Plain, Mrs. C. R. Wood was given the nomination by acclamation as the Social Credit Candidate for the Stony Plain Constituency in the forthcoming Provincial election. She was nominated by Thos. W. D. Johnson of Drayton Valley.

Raised on a farm in the District of Stony Plain, Comelia R. Wood received her education in Edmonton and Calgary and taught school four years before her marriage to Russell E. Wood. Always interested in community affairs Mrs. Wood has taken an active part in all local enterprises and public matters. She acted as Chairman of the Consolidated School Board for nine years, served as Mayor of the Town of Stony Plain for one term, and has represented the Constituency of Stony Plain in the Provincial Legislature for 5 years.

(Cont. on Page 5, Col. 3)

JOHN PENKALA

John Penkala is the man who will be directing activities at the Drayton Valley Swimming Pool, during the coming summer. John arrived in town early this week to begin preparatory work on the local swim program.

Mr. Penkala is an experienced aquatic leader. He is a fully qualified Swimming Pool Supervisor and Instructor in swimming and water safety according to standards of the Canadian Red Cross Society. He is holder of the Bronze Medallion awarded

(Cont. on Page 3, Col. 1)

C. Of C. TESTIMONIAL DINNER

Drayton Valley Chamber of Commerce plan a Testimonial dinner for young Orvin Combs. The meeting will be held in the Cardium Room on the evening of May 16.

Guest speaker will be Dr. Colin Ross. Tickets are available from Chamber of Commerce members. The sale of tickets will be limited as only about 130 persons can be seated in the Cardium Room for a banquet.

SLAVE AUCTION

SLAVE AUCTION FINANCIAL SUCCESS

Auctioneers Pat and Jean O'Hara donated their time and talent to launch Drayton Valley's Slave Auction on a most successful maiden voyage.

The first few ripples of excitement were stirred up in the afternoon by two Clowns, wearing Sandwich Board signs advertising the Auction, and generally terrorizing the town. As well as keeping the light-hearted atmosphere at the Elks Hall at high -

(Cont. Page 3, Col. 2)

District Personalities

MICHAEL DIDYK

Mike Didyk was born at Spirit River, Alberta, in 1936. Of Ukrainian descent Mikes' parents operated a farm near Spirit River. He took his school work in Spirit River and in the winter of 1950 he supplemented it with a term at the Agricultural School in Fairview and the following winter he took a welding course with Chicago Vocational School. Following graduation from school he worked for a while in a farm implement agency in Spirit River. In 1957 he went to Prince George, B. C., where he went into the trucking business, in which he was engaged until he sold out the business last summer, and came to Drayton Valley to take over the MacLeods' store which was then under construction. Since opening the store in Drayton Valley the D Didyks have been amazed at how the business has grown; it has far exceeded their expectations, according to Mr. Didyk.

In 1954 he married Miss Doris Gushback, of Spirit River, who was also of Ukrainian descent. They have three children, Doreen, aged 6, Marvin 4, and Debbie, 3. He is a member of the Chamber of Commerce. The Didyks attend the Church of God in Drayton Valley.

BOWLING BANQUET

Reported by Mike Gormley.

BOWLING BANQUET BEST EVER

The fact that Drayton Valley is one of the most enthusiastic bowling centers in Alberta rang true in great style once again last Saturday night. No less than 450 of the Twilight Bowl faithfuls turned out to the annual Trophy Banquet and Dance sponsored by the Drayton Valley Bowling Association. The function was held in the D. V. Recreation Centre, getting underway at 6:30 p. m. with an excellent meal prepared and served by the ladies of the Legion Auxiliary.

The supper was immediately followed by the presentation of the various trophies with Bob Simon serving as Master of Ceremonies and the Association President Bob Huber and Jack Frank doing the honors. This phase of the evening's program got off on a note of nostalgia since the first presentation was made to Mr. and Mrs. Rod Gervais whose names have been intertwined with the growth and development of the bowling sport in Drayton Valley and who will be leaving us in the very near future. The Bowling Association presented Rod and Marcia with a beautiful movie camera in appreciation for the tremendous work they have done in the promotion of bowling in this community during the past

(Cont. on Page 12, Col. 1)

Photo By Jacobs Studio

FIRST EVENT WINNERS IN MENS LEAGUE: Dal Perry, Bert Dennis, Gord on McManus and Tom McManus.

Photo by Jacobs Studio.

MIXED LEAGUE, FIRST EVENT WINNERS: Jack Frank, May Christenson, Olly Nebo, Eileen Frank and Pete Nebo.

DRAYTON VALLEY WORLD OIL CAPITAL